

ABSTRACT

An advertisement from an Internet server is directed to a subscriber of an Internet Service Provider. When the user accesses the Internet Service Provider, transmission of the advertisement is triggered by an application logic set stored on the server. The 5 advertisement is displayed in a temporary and non-dismissible window on the user's monitor. Ad display occurs whether or not the user's browser is open. Compensation is provided to the user, if the user registers, for receiving the advertisement. User may elect to receive a one-time emailing from the advertiser. Ad display is based on the user's system capacity and access speed. Hence, efficiency of ad loading is maximized. Ads open and 10 close automatically, are of short duration, and remain unobtrusive to the user. The temporary nature of the ads captures the attention of the user, giving each message more impact. Viewer ad impressions are accurately tracked. Billing of advertisers is based on actual ad viewing, not estimated user statistics. Demographic information from registered users permits advertisers to custom tailor ad campaigns and product presentations.